

The Business Value of IONOS CLOUD



Carla Arend



Ladislav Kinda

IDC interviewed 10 organisations across Germany and Europe that have adopted IONOS CLOUD. They returned IT staff time to higher-value work, cut infrastructure cost, and won new business in regulated markets where EU data residency is a buying requirement. On average, they realised a 167% three-year ROI with payback inside six months, driven by managed infrastructure that removed operational overhead, self-service provisioning that replaced weeks-long hardware cycles, and sovereign EU hosting that turned compliance into a competitive advantage.

Key Results

167% three-year return on investment

6-month payback on investment

€377,900 average annual benefits per organisation

Customer Quote:

‘Before, we had to plan hardware, order it, wait for it to ship, build it in. It took weeks to get systems running. Now we just tell IONOS CLOUD we need more CPUs or servers, and we have them in seconds.’

Staff Efficiency and Operational Benefits

→ 58%
reduction in IT administration staff time

→ 38%
faster compute and storage deployment

→ 74%
fewer unplanned downtime incidents

→ 46%
reduced helpdesk operations effort

→ 64%
less IT time spent keeping the lights on

→ 23%
shorter average backup window

Customer Quote:

‘We went from managing 100 devices to 20,000, while cutting hosting work to less than a day a week. I can buy VMs from IONOS CLOUD and resell them to my clients with a comfortable margin, a new line of business that covers all our IONOS CLOUD costs.’

Sovereignty and Compliance Benefits

→ €26,200
compliance cost savings per year
(audit scope, sub-processor list)

→ 40%
fewer support calls/
45% faster issue resolution

→ 76%
improvement in cloud
spend forecast accuracy

Business Value and Cost Benefits

→ €146,950
annual cost savings versus previous
environment per year

→ €55,000
revenue benefit at 15% operating margin
per year